

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-33/APP (GP-086-00-US)**

Applicants: **Chad LESTER, Eric VEACH**

Serial No.: **Not yet assigned**

Filing Date: **Herewith**

Title: **ENCODING AD AND/OR AD SERVING INFORMATION IN A CLICK URL**

Examiner: **Not yet assigned**

Group Art Unit: **Not yet assigned**

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

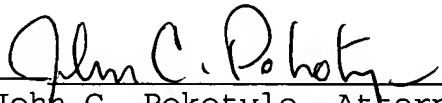
Information Disclosure Statement Transmittal

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Respectfully submitted,

Dated: December 29, 2003


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I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


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U.S. Department of Commerce Patent and Trademark Office			<i>Complete if Known</i>			
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>			Application Number: Not yet assigned			
			Filing Date: Herewith			
			First Named Inventor: Chad LESTER			
			Group Art Unit: Not yet assigned			
Examiner Name: Not yet assigned			Attorney Docket No.: Google-33/APP (GP-086-00-US)			
Sheet	1	of	1			

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²	
	AA.	T. Berners-Lee, et al, "Uniform Resource Identifiers (URI): General Syntax," <u>Network Working Group, Request for Comments: 2396</u> (August 1999)		

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.